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AHAM

NEWS RELEASE

A Report to Communicators of Home Appliance Information

FOR IMMEDIATE RELEASE

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RECORD AUGUST

FOR MAJOR HOME APPLIANCES

CHICAGO -- The major appliance industry shipped more than 3.2 million units in August -- the largest August shipment in history, reports the Association of Home Appliance Manufacturers (AHAM).

The August shipment beats the previous record for the month, set just last year, the industry's record year.

A 14.6% increase in cooking appliances led total shipments to the new August record. Microwave ovens (837,800 units) continued to pace the surge with shipments up 17.0% over a year ago. Electric ranges (266,300 units) also were up by nearly 6%.

Compared to similar periods last year, total shipments increased 1.7% for the month and 5.8% for the first eight months.

"A 5.8% year-to-date gain in major appliance shipments is good news to an industry aiming for a second consecutive record year," comments AHAM President Robert Holding. The industry performance also is running ahead of the Gross National Product (GNP) and other indicators of economic growth, which are showing annual increases of only 1-4%.

If shipments for the remaining four months simply equal last year's 12.7 million units, the industry would experience its first 40-million-unit year.

(MORE)

The primary reason for the high year-to-date shipment level is the increase in microwave ovens (up 30.0%), followed by dryers (up 3.9%), automatic washers (up 1.9%) and disposers (up 1.3%).

Editor's Notes:

- August's relatively average room air conditioner shipment showed a 45.4% gain because of comparison with 1984's record low August shipment.
- In addition to the increased shipments of cooking appliances reported by AHAM, August shipments of gas ranges increased by 8.6%, according to the Gas Appliance Manufacturers Association.

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MAJOR HOME APPLIANCE FACTORY SHIPMENTS THOUSANDS OF UNITS
(Domestic Plus Export)
August, 1985

	August 1985	August 1984	% Change	Calendar Year to Date 1985	Calendar Year to Date 1984	% Change
ALL MAJOR APPLIANCES**	**3,210.8**	**3,156.9**	**+ 1.7%**	**28,289.2**	**26,729.8**	**+ 5.8%**
COOKING - TOTAL	**1,087.6**	**948.8**	**+14.6**	**8,771.4**	**7,185.2**	**+22.1**
ELECTRIC RANGES - TOTAL	266.3	251.5	+ 5.9	2,027.0	2,041.5	- 0.7
Free Standing	216.9	203.8	+ 6.4	1,650.6	1,645.7	+ 0.3
Built-In	49.4	47.7	+ 3.6	376.3	395.8	- 4.9
MICROWAVE OVENS/RANGES	837.8	715.8	+17.0	6,878.9	5,292.8	+30.0
HOME LAUNDRY - TOTAL	**722.7**	**752.6**	**- 4.0**	**5,960.2**	**5,803.6**	**+ 2.7**
AUTOMATIC WASHERS	424.8	444.6	- 4.5	3,480.1	3,415.6	+ 1.9
DRYERS - TOTAL	297.9	308.1	- 3.3	2,480.1	2,388.0	+ 3.9
Electric	237.6	247.3	- 3.9	1,962.7	1,907.7	+ 2.9
Gas	60.3	60.8	- 0.8	517.4	480.3	+ 7.7
KITCHEN CLEAN UP - TOTAL	**647.9**	**660.2**	**- 1.9**	**5,144.2**	**5,127.5**	**+ 0.3**
DISPOSERS	347.7	334.1	+ 4.1	2,715.9	2,681.4	+ 1.3
DISHWASHERS - TOTAL	285.1	311.0	- 8.3	2,313.6	2,328.9	- 0.7
Built-In	269.5	290.7	- 7.3	2,156.8	2,173.2	- 0.8
Portable	15.6	20.4	-23.5	156.9	155.7	+ 0.8
COMPACTORS	15.0	15.1	- 0.7	114.7	117.2	- 2.1
FOOD PRESERVATION - TOTAL	**668.7**	**710.0**	**- 5.8**	**5,017.3**	**5,184.2**	**- 3.2**
REFRIGERATORS	537.4	577.0	- 6.9	4,130.4	4,246.5	- 2.7
FREEZERS - TOTAL	131.3	133.0	- 1.3	886.8	937.8	- 5.4
Chest	64.7	69.1	- 6.4	457.9	490.5	- 6.6
Upright	66.6	64.0	+ 4.1	428.9	447.3	- 4.1
HOME COMFORT - TOTAL	**83.8**	**85.3**	**- 1.8**	**3,396.1**	**3,429.3**	**- 1.0**
ROOM AIR CONDITIONERS	68.5	47.1	+45.4	2,833.0	2,862.5	- 1.0
DEHUMIDIFIERS	15.4	38.2	- 59.7	563.1	566.8	- 0.7
GAS RANGES***	**158.5**	**145.9**	**+ 8.6**	**1,133.2**	**1,108.8**	**+ 2.2**

** Numbers do not add because of overlapping product categories.
*** Source: GAMA. Not included in cooking total or total shipments.